

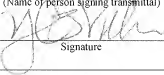
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Susumu Nakagawa
Serial No. : 09/878,581
Filed : June 11, 2001
For : IMAGE CONTENT AND ADVERTISEMENT DATA
PROVIDING METHOD, SYSTEM, AND APPARATUS
Examiner : Sheleheda, James R.
Art Unit : 2424
Confirmation No. : 2762

745 Fifth Avenue
New York, NY 10151
(212) 588-0800

CERTIFICATE OF ELECTRONIC FILING

I hereby certify that this correspondence is being transmitted via
Electronic Filing Services on September 23, 2010.

Yedea H. Walker
(Name of person signing transmittal)


Signature

Date of Signature

AMENDMENT UNDER 37 C.F.R. § 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

September 23, 2010

Dear Sir:

This Amendment responds to the Office Action dated July 16, 2010 (Paper No. 20100715). Please amend the above noted application as follows: